Everything we See, depends on how we Look at it!
HEALTHY MARKETS
PERCEPTION & REALITY

Presentation by
Rajinder Kumar Suri
Chief Executive – Biologicals
Panacea Biotec, INDIA
Health Indicators

INDIVIDUAL HEALTH
- Blood Pressure
- Heart Rate
- Kidney Function
- Liver Function
- Lipid Profile

MARKET HEALTH
- Market Size
- Market Growth
- Pricing
- No. of Players
- No. of Products
wP Penta Market Size: 2011 - 2019

CAGR -13.28%

Value Erosion US$ 260 Million

*Self Procurement by India Included
Data derived from Pentavalent Vaccine (DTwP-Hepb-Hib): Market & Supply Update, UNICEF Supply Division, May 2017
Unhealthy: Volume Down, Price Down

Healthy Market: Volume Up, Price Down

Data derived from Pentavalent Vaccine (DTwP-Hepb-Hib): Market & Supply Update, UNICEF Supply Division, May 2017
Too much focus on lower prices, excessive competition!
Grab Market Share for lower Price!!

This is leading to Lack of Interest &
Higher risk of Market Exit,
May compromise Vaccine Security & healthy
market in long term!!
Market Health Report

- Market Eroded by US$ 260 Million in last 8 years!
- Market Growth Declined @ -13.28% CAGR
- Price per dose Reduced Dramatically!
- No. of Players Reduced.
- Loud signal: Reduce price, Take awards !!!
Is this Building a Healthy Vaccine Industry?
Sustainable Price (SP)

Objectives:
- Supply Security
- Affordability
- Transparency: Manufacturer’s Funding
- Track & Eliminate predatory pricing
- Support Innovation
SP!!
Who can do that?
Sustainable Price

Should Gavi not guide Companies to invest in newer rather than old vaccines?

Why should we qualify new manufacturers beyond a number?

What value a follow on manufacturer brings to the market?

Donors

BMGF

CSOs

GAVI

WHO

UNICEF

IPC

IFPMA

DCVMN

CDC/IFC

Outcome

Manufacturers Representatives
Thank you!